



ENERGY STAR® Partner of the Year— Retail Partner

Lowe's Home Improvement Warehouse

Wilkesboro, North Carolina



Improving Home Improvement

This year, the seven million customers a week that shop at Lowe's 800 home improvement stores in 43 states are more likely than ever to save money and help protect the environment by taking home an ENERGY STAR qualifying product. Lowe's continues to teach consumers about ENERGY STAR through in-store promotions, the Lowe's *ENERGY STAR Solutions Guide*, informed sales staff, and specialized educational clinics about ENERGY STAR. In 2002, ENERGY STAR qualified products offered by Lowe's increased 30 percent over the prior year, resulting in a 39 percent increase in sales of qualifying products. Sales staff are better prepared to close the sale for energy efficiency—100 percent of employees have been educated about ENERGY STAR. The company has integrated ENERGY STAR education into every sales associate training venue, including collateral, intranet, broadcast (Business Television), and corporate wide communiqués (Lowe Down). Customer interest in ENERGY STAR is generated by a dedicated ENERGY STAR on-line shopping center; incorporating messages on the economic and environmental benefits of ENERGY STAR qualifying products in all consumer advertising (including weekly TV ads airing on HGTV, generating 143 million impressions for ENERGY STAR in 2002); and specialized public relations activities, such as the laundry room make over, featuring an ENERGY STAR qualifying clothes washer, on Ron Hazelton's, *House Call* (ABC).

What does Lowe's plan to do to top all that? Lowe's has announced a corporate commitment to increase sales of ENERGY STAR qualifying products by another 20 percent in 2003, is pursuing benchmarking and improving the efficiency of its own facilities with ENERGY STAR tools, and has become the first home improvement retailer to join EPA's Green Power Partnership.



ENERGY STAR® Partner of the Year— Product Manufacturers

Panasonic

Secaucus, New Jersey

Panasonic

Panasonic's enduring commitment to energy efficiency with ENERGY STAR has again earned Panasonic the Partner of the Year Award. Panasonic and its affiliated Quasar and Technics brands, continue to outpace the competition by offering 434 ENERGY STAR qualifying models in 15 product categories. In fact, during 2002, Panasonic introduced 169 new models—all ENERGY STAR qualified and bearing the ENERGY STAR label. No other manufacturer offers as diverse a line of ENERGY STAR qualifying products. Panasonic's ENERGY STAR qualifying products include consumer electronics, office equipment, home appliances, lighting, and heating and cooling products. For the third year in a row, all Panasonic brand TV's, VCR's and TV combination units earned the ENERGY STAR label.

Panasonic's commitment to ENERGY STAR extends to sales and marketing, consumer education, specification development, product labeling, internal training and public outreach. In 2002, Panasonic created two ads: "Energy Savers" and "Making it a better world to play in" featuring the benefits of their ENERGY STAR products. Panasonic educates its employees about ENERGY STAR through internal training programs using innovative techniques such as the "Be an ENERGY STAR Expert" contest and integrated sales force training. To highlight its participation in the 2002 ENERGY STAR Consumer Electronics Holiday Campaign, Panasonic placed "Thanks for buying ENERGY STAR" inserts in the boxes of the 1.2 million qualifying Panasonic products sold during the 2002 holiday season.

**Maytag Corporation***Newton, Iowa*

Maytag Corporation, the first appliance manufacturer to label qualifying appliances at the factory, is now a six-time ENERGY STAR award winner. In 2002, Maytag introduced new ENERGY STAR qualifying models in all of its appliance categories including a complete line of new ENERGY STAR qualifying dishwashers that consume 35 percent less energy than conventional models. In all, Maytag offers 132 residential models that have earned the ENERGY STAR in three product categories—9 clothes washers, 18 dishwashers, and 105 refrigerators. ENERGY STAR qualified residential models represent over 28 percent of the units Maytag sold in 2002, a 33 percent increase over 2001. Dishwasher sales alone rose 63 percent and refrigerator sales rose 53 percent. Maytag continues to work closely with EPA and DOE to offer appealing ENERGY STAR promotions and educational opportunities for consumers. In 2002, Maytag's efforts included conducting a major press event and recognition luncheon for the residents of Bern, Kansas, who participated in a landmark DOE study on energy and water savings from ENERGY STAR qualified clothes washers. Maytag also partnered with the University of Delaware to educate its students about energy and water savings from ENERGY STAR qualified commercial clothes washers installed on campus.

**Canon U.S.A., Inc.***Lake Success, New York***Canon**

In 2002, Canon once again distinguishes itself as an outstanding ENERGY STAR partner through its continued commitment to ENERGY STAR and energy efficiency. Canon holds the record for producing the most (cumulative) ENERGY STAR qualified imaging products—279. On top of that, Canon created and placed a \$2 million advertising campaign featuring the benefits of its ENERGY STAR qualifying products in six major newspapers and journals for 15 weeks generating 11 million impressions. Canon continues to heavily market its “Copier of the Future Series,” which surpasses the energy efficiency performance level for ENERGY STAR. Canon also produces extensive internal and external communications materials and training programs. Canon’s Mobile Marketing Vehicle, a 53-foot tractor trailer that travels the country showcasing its ENERGY STAR qualifying line, as well as other Canon products, is just one example.

JELD-WEN, inc.*Klamath Falls, Oregon***JELD-WEN**[®]
WINDOWS & DOORS

JELD-WEN, winner of the 2003 ENERGY STAR Manufacturer Partner of the Year award for windows, is one of the world’s largest window and door manufacturers and an aggressive promoter of ENERGY STAR. Eighty percent of JELD-WEN’s product lines qualify for and carry the ENERGY STAR label. JELD-WEN’s diverse mix of promotional activities has raised awareness among home improvement retailers and major distributors nationwide. In 2002, these activities included running advertisements, training sales staff on the benefits of ENERGY STAR, and helping customers use ENERGY STAR to meet state code regulations. In 2002, JELD-WEN provided exemplary leadership in discussions about revising ENERGY STAR performance criteria for windows and doors. JELD-WEN acted swiftly to inform consumers about the new performance criteria by introducing a new label to reflect different climate region standards for windows and glass doors.



Lennox Industries Inc.

Richardson, Texas

A leading manufacturer of commercial and residential heating and cooling systems, Lennox has made a corporate commitment to deliver high quality, energy-efficient heating and cooling to customers throughout the United States. By consistently incorporating the ENERGY STAR logo into its advertising, as well as using ENERGY STAR messages, Lennox has helped make consumers aware of the environmental and economic benefits of high efficiency heating and cooling systems. Lennox also contributed to the success of the 2002 ENERGY STAR Cool Change campaign with its enthusiastic participation. Through its actions and leadership in promoting highly efficient heating and cooling systems, Lennox has proven itself an industry champion.



SYLVANIA

Danvers, Massachusetts

SYLVANIA is one of the world's leading lighting manufacturers. Today, 50 percent of SYLVANIA's product line is ENERGY STAR qualified, an increase from 35 percent in 2001. In 2002, SYLVANIA's sales of ENERGY STAR qualified products also increased by more than 85 percent compared to 2001. SYLVANIA currently has 9 compact fluorescent products available in 27 different packaging configurations, all prominently displaying the ENERGY STAR label. SYLVANIA plans to introduce four new specialty ENERGY STAR qualifying models in March 2003 and increase the percentage of SYLVANIA products that carry the ENERGY STAR label to 65 percent. The company's extensive promotional efforts in 2002 included a major newspaper advertising campaign, point-of-purchase materials, retailer circulars, and inserts in utility bill mailings. Last year, SYLVANIA won an ENERGY STAR award for its work on the Change a Light campaign.



National Product Promotion Award



Midwest Energy Efficiency Alliance (MEEA) & Wisconsin Energy Conservation Corporation (WECC)

Chicago, Illinois/Madison, Wisconsin

During the 2002 ENERGY STAR Change a Light Campaign, 600,000 ENERGY STAR qualifying CFLs were sold in the Midwest as a result of collaboration between these organizations. The Midwest Energy Efficiency Alliance, a regional network of organizations committed to energy efficiency, and the Wisconsin Energy Conservation Corporation, an energy efficiency services company, together created a uniform campaign, supported by eleven ENERGY STAR partners and covering six states. By enlisting support from retailers and manufacturers, MEEA and WECC promoted ENERGY STAR qualified light bulbs and fixtures through sales training, in-store promotions, and special events. They executed a variety of advertising strategies including cooperative advertising, in-store circulars, direct mail, and radio and television ads that encouraged consumers to change their world by making their next light an ENERGY STAR. Their combined efforts reached an estimated 7.2 million people. The Midwest commonly faces the challenge of low electricity rates and consumer lack of awareness on energy issues. Considering these obstacles, MEEA and WECC, working as a Change a Light team, generated significant results in terms of sales, awareness building, and environmental impact.





Westinghouse

Westinghouse Lighting Corporation

Philadelphia, Pennsylvania

For the second year running, Westinghouse enthusiastically and successfully participated in the ENERGY STAR Change a Light campaign. By incorporating it into a year-round marketing and sales training strategy, Westinghouse has carried the ENERGY STAR Change a Light, Change the World message to trade shows and to tens of thousands of hardware stores and lighting showrooms. In 2002, Westinghouse matched strategies with MEEA and WECC, supporting their Change a Light initiative with the development of in-store materials, attendance at special events, and provision of promotional dollars. This team strategy was responsible for much of the tremendous success in the Midwest. Westinghouse also worked with utilities and retailers in the Northeast to help strengthen their ENERGY STAR Change a Light campaigns. Westinghouse continues to spread the word about the value of ENERGY STAR to new markets and audiences, demonstrating that simple actions like changing a light can change the world if many do their part.